

EEO PUBLIC FILE REPORT

FOR

WPBF-TV

This EEO Public File Report
Covers the One-Year Period
Ending on September 30, 2024

EEO Annual Public File Report

WPBF-TV

This EEO Public File Report is filed in Station WPBF-TV's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule.

The information contained in this Report covers the one-year time period ending September 30, 2024 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The full-time vacancies over the Reporting Period, the recruitment sources used to fill each vacancy, and the recruitment source that referred the hiree for each full-time vacancy;
- * The master list of recruitment sources utilized by the station, identified by name, address, contact person and telephone number; and
- * The total number of persons interviewed for each recruiting source over the Reporting Period.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Caroline Taplett, President and General Manager, WPBF-TV, 3970 RCA Blvd, Suite 7007, Palm Beach Gardens, FL 33410.

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I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Sales Account Associate Open Date: 6/21/2023 Hire Date: 6/19/2024	1-3, 5-6, 8-12, 14-15, 17, 19-23	2
Maintenance Engineer Open Date: 7/28/2023 Hire Date: 9/1/2024	1-6, 8-14, 16-17, 19-23	4
Local News Photographer Open Date: 9/25/2023 Hire Date: 4/14/2024	1-6, 8-15, 17, 19-23	2
Local News Photographer Open Date: 9/25/2023 Hire Date: 3/31/2024	1-6, 8-15, 17, 19-23	2
Media Sales Account Executive Open Date: 10/16/2023 Hire Date: 8/4/2024	2-6, 8-14, 17, 19-23	2
Media Sales Account Executive Open Date: 10/16/2023 Hire Date: 3/10/2024	2-6, 8-14, 17, 19-23	4
Creative Services Director Open Date: 11/17/2023 Hire Date: 4/15/2024	2-3, 5-15, 17, 19-23	2
Producer Open Date: 11/21/2023 Hire Date: 9/23/2024	2-3, 5-6, 8-10, 12-15, 17-23	2
Producer Open Date: 11/21/2023 Hire Date: 8/26/2024	2-3, 5-6, 8-10, 12-15, 17-23	2
Producer Open Date: 11/21/2023 Hire Date: 8/5/2024	2-3, 5-6, 8-10, 12-15, 17-23	18
Local News Reporter Open Date: 12/20/2023 Hire Date: 7/29/2024	1-3, 5-6, 8-14, 17, 19-23	8
Technical Director Open Date: 3/29/2024 Hire Date: 5/20/2024	1, 3-6, 9-15, 17, 19-23	4
Production Assistant Open Date: 6/11/2024 Hire Date: 7/21/2024	1-3, 5-6, 8-15, 17, 19-23	2
Editor Open Date: 8/12/2024 Hire Date: 9/15/2024	1, 3-7, 9-15, 17, 19-23	7

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I. VACANCY LIST

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Editor Open Date: 8/12/2024 Hire Date: 9/1/2024	1, 3-7, 9-15, 17, 19-23	4

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : kwitkoe@Batestech.edu Ken Witkoe	N	0
2	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Url : http://careers.hearsttelevision.com/ Email : htv.careers@hearst.com Career Services	N	34
3	Connecticut School of Broadcasting 3450 Northlake Blvd Suite 110 Palm Beach Gardens, Florida 33403 Phone : 561-847-4126 Url : http://www.gocsb.com Email : info@gocsb.com Career Services	N	0
4	Current Employee	N	5
5	Democratic Women's Club of Martin County PO Box 1611 Stuart, Florida 34994 Phone : 772-418-3006 Email : martincountydems@gmail.com Fay James	Y	0
6	Florida Association of Broadcasters 201 South Monroe St Ste 201 Tallahassee, Florida 32301 Phone : 850-681-6444 Url : http://www.fab.org Email : intern@fab.org Career Services	N	0
7	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut Phone : 646-589-6824 Jason Steklof Manual Posting	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	LinkedIn 2029 Stierlin Court Mountain View, California Url : http://www.linkedin.com Career Services Manual Posting	N	20
9	MediaBistro 825 8th Avenue 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
10	NLGJA 1420 K Street Washington, District of Columbia 20005 Phone : 202-588-9888 Url : http://www.nlgja.org Email : lcorona@nlgja.org Career Services	N	0
11	Palm Beach Film Commission 1555 Palm Beach Lakes Blvd Suite 900 West Palm Beach, Florida 33401 Phone : 561-233-1000 Url : http://www.pbfilm.com Email : filminfo@pbfilm.com Fax : 1-561-233-3113 Career Services	N	0
12	Palm Beach State College 4200 Congress Ave Lake Worth, Florida 33461 Phone : 561-868-3350 Url : http://www.palmbeachstate.edu/ Career Services Manual Posting	N	0
13	Radio Television News Directors 529 14th St, NW Suite 425 Washington, District of Columbia 20045 Phone : 202-659-6510 Url : http://www.rtnda.org Email : tarap@rtdna.org Fax : 1-202-223-4219 Tara Puckey	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
15	Savannah College of Art and Design PO Box 2072 Savannah, Georgia 31402 Phone : 912-525-4610 Url : http://www.scad.edu Laura Behrendt Manual Posting	N	0
16	Society of Broadcast Engineers 9102 North Meridian St Suite 150 Indianapolis, Indiana 46260 Phone : 314-846-9000 Url : http://www.sbe.org Career Services Manual Posting	N	0
17	Syracuse University 900 South Crouse Ave Syracuse, New York 13244 Phone : 315-443-1870 Newhouse Alumni Manual Posting	N	0
18	Talent.com 5800 St-Denis Ste. 604 Montreal, Quebec Url : https://www.talent.com/ Career Services	N	1
19	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com Career Services Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	0
21	University of Miami 5225 Ponce De Leon Blvd Coral Gables, Florida 33124 Phone : 305-284-2211 Url : http://www.miami.edu Email : lherrera@miami.edu Career Services	N	0
22	University of Michigan 515 E Jefferson St Ann Arbor, Michigan Career Services Manual Posting	N	0
23	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			63

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/4/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist visited Wellington Elementary School in Wellington, FL and taught an afternoon school program, 1st-5th graders. Our meteorologist explained several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students.	1	Meteorologist
2	10/11/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Bink's Elementary School in Wellington, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students.	1	Meteorologist
3	10/17/2023	Participation in Job Fairs	The News Director represented WPBF-TV and Hearst Television at the University of Florida Fall Communications Career Fair, in Gainesville FL speaking to students and recent graduates about job opportunities in media, journalism, communication and also provided information about internship programs	1	News Director
4	10/18/2023	Participation in Job Fairs	The Assistant News Director and an Executive Producer represented WPBF-TV and Hearst Television at the annual Communication Career Fair at Lynn University in Boca Raton, FL. speaking to students and recent graduates about job opportunities in media, journalism, communication and also provided information about internship programs	2	Assistant News Director Executive Producer
5	10/19/2023	Participation in other activities designed by the station employment unit	WPBF 25 Hosted a Q&A session and tour with a group of communication students and administrators from Florida Atlantic University to learn more about the different roles and responsibilities in a newsroom and TV News in general.	8	President/General Manager News Director Assistant News Director Anchor

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6	10/23/2023	Participation in events or programs sponsored by educational institutions	The General Sales Manager represented WPBF 25 and Hearst at the Media Management Association meeting to share insights into TV Sales and gave a presentation about career paths in Media Sales. The event was held at the University of Miami School of Communication, Coral Gables, FL.	1	General Sales Manager
7	10/25/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at South Tech Preparatory Academy in Boynton Beach to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students.	1	Meteorologist
8	11/1/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Hope Center For Autism in Stuart, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students.	1	Meteorologist
9	11/8/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Bink's Forest Elementary School to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to a group of 2nd grade students.	1	Meteorologist
10	11/17/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Westward Elementary School to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to a group of 2nd grade students.	1	Meteorologist

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11	11/29/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at North Elementary School in Okeechobee, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to a group of 5th grade students.	1	Meteorologist
12	12/6/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist visited Jupiter Christian School in Jupiter, FL and taught a group of 2nd graders. Our meteorologist explained several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students.	1	Meteorologist
13	1/11/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at J.C. Mitchell Elementary School in Boca Raton, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students.	1	Meteorologist
14	1/11/2024	Participation in other activities designed by the station employment unit	Hearst Early Career Recruiter, Jen Harriger, and the WPBF team held a recruitment fair at the station. Faculty members from various local schools were in attendance. They were given a presentation about the media industry and the various job opportunities in media, journalism, communication, sales, engineering and creative services. The Faculty members were given a station tour and an opportunity to visit each department.	9	President/General Manager News Director Local Sales Manager Director of Community Affairs

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
15	2/1/2024	Establishment of a mentoring program	Hearst Television offers a formal mentorship program across the company. The goal of this program is to build productive relationships across the company to support career development, foster a diverse and inclusive environment, and adopt HTVs leadership value of helping others succeed. WPBF had eight (8) mentors/mentees participate in this program in 2024.	8	President/General Manager News Director Production Assistant Executive Asst. & Program Coordinator
16	2/1/2024	Participation in Job Fairs	The National Sales Manager and Executive Producer represented WPBF-TV and Hearst Television at the Florida Atlantic University Career Fair. They spoke to students about job opportunities in media, sales, journalism and communications with Hearst Television and WPBF 25.	2	National Sales Manager Executive Producer
17	2/8/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at J.D Parker School in Stuart, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students.	1	Meteorologist
18	2/14/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Hidden Oaks School in Lake Worth, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students	1	Meteorologist
19	2/28/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at J.D Parker School in Stuart, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students.	1	Meteorologist

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20	3/6/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at The Foundation School in West Palm Beach, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students.	1	Meteorologist
21	4/4/2024	Participation in other activities designed by the station employment unit	Hearst Early Career Recruiter, Jen Harriger, and the WPBF team held a recruitment fair at the station. Students from various local schools were in attendance. There was a morning session and another in the afternoon. The students were given a presentation about the media industry and the various job opportunities in media, journalism, communication, sales, engineering and creative services. The students were given a station tour and an opportunity to visit each department.	9	President/General Manager News Director Local Sales Manager Engineering Supervisor
22	4/4/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Warfield School in Indiantown, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students.	1	Meteorologist
23	4/5/2024	Participation in events or programs sponsored by educational institutions	A WPBF Reporter participated in the Virtual Annual Broward College Journalism Bootcamp. She served as a special speaker talking to journalism students about the broadcast business, responsibilities and the job opportunities in media, journalism and communications	1	Reporter

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24	4/9/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Crosspointe Elementary School in Boynton Beach, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students.	1	Meteorologist
25	4/17/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Oscesola Magnet School in Vero Beach, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to 2nd grade students.	1	Meteorologist
26	5/10/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Palm Pointe Educational Research School to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students	1	Meteorologist

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
27	Ongoing Event	Provision of training to management	The Hearst Conscious Inclusion program underscores the company's commitment to an equitable, inclusive and diverse culture that speaks to our company's culture. Participants in the program learned the INCLUDE model that provides the fundamental knowledge and skills necessary to become more aware of how biases can impact behaviors in the workplace. participants will complete 6 sessions over a course of 6 months. These sessions include: Conscious Inclusion (two part), Allyship in Action, Macro-impact of Micro-Aggressions in the Workplace, Dynamics of Diversity, and Generations in the Workplace. Once participants complete this program they earn the Change Agent certification.	4	News Director Chief Engineer Sales Assistant Business Manager
28	5/17/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at West Gate Freedom Shores Elementary School to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students	1	Meteorologist
29	5/24/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at West Gate Elementary School in West Palm Beach, FL to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students	1	Meteorologist

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
30	6/3/2024	Establishment of an intern program designed to assist members of the community	WPBF-TV participated in the Emma Bowen Fellowship(1st Intern) for a 10-week internship program from June to August 2024. Hearst Television Inc formed a partnership with the Emma Bowen Foundation. The Emma Bowen Foundation was founded in 1989 to diversify the media industry by giving talented students of color the opportunity to intern at some of the nation's leading media companies. During its history, the Foundation has provided internships for more than 1,300 students of color.	4	Emma Bowen Fellow News Director Assistant News Director Executive Producer
31	6/3/2024	Establishment of an intern program designed to assist members of the community	WPBF-TV participated in the Emma Bowen Fellowship (2nd Intern) for a 10-week internship program from June to August 2024. Hearst Television Inc formed a partnership with the Emma Bowen Foundation. The Emma Bowen Foundation was founded in 1989 to diversify the media industry by giving talented students of color the opportunity to intern at some of the nation's leading media companies. During its history, the Foundation has provided internships for more than 1,300 students of color.	4	Emma Bowen Fellow News Director Assistant News Director Executive Producer
32	6/3/2024	Establishment of an intern program designed to assist members of the community	In addition to WPBF-TV's participation in the Emma Bowen Fellowship, WPBF also has it's own Internship program, which works in conjunction with Colleges across the country. The colleges in our internship program this year include the University of Florida, Florida Atlantic University, and University of South Florida. This intern program from June 2024- August 2024 included News, Promotion and Sales Department. WPBF had three (3) participants to include Sales Intern, News Intern and Promotions Intern. We have had much success with this program and some of interns have been hired as employees.	4	News Director Executive Producer General Sales Manager Creative Service Director

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
33	Ongoing Event	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This sales development program is a comprehensive 10-12 month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive Role.	3	President/General Manager General Sales Manager Local Sales Manager
34	9/12/2024	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Bink's Forest Elementary School to explain several weather topics such as air masses, hurricanes, tornadoes, clouds and rip currents to students	1	Meteorologist